

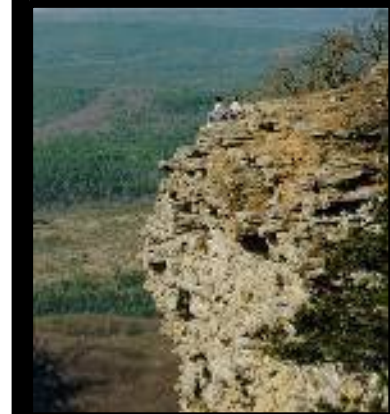


TVA's Recreation Strategy–

How is it changing?

**Buff L. Crosby, Senior Advisor
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Questions to consider

1. Do you agree with the objectives proposed for commercial campgrounds, marinas, developed recreation areas and dispersed recreation, respectively?
2. Are there any objectives that should be added?



TVA's Environmental Policy - 2008





Sustainable Land Use and Natural Resource Management

Environmental Objective

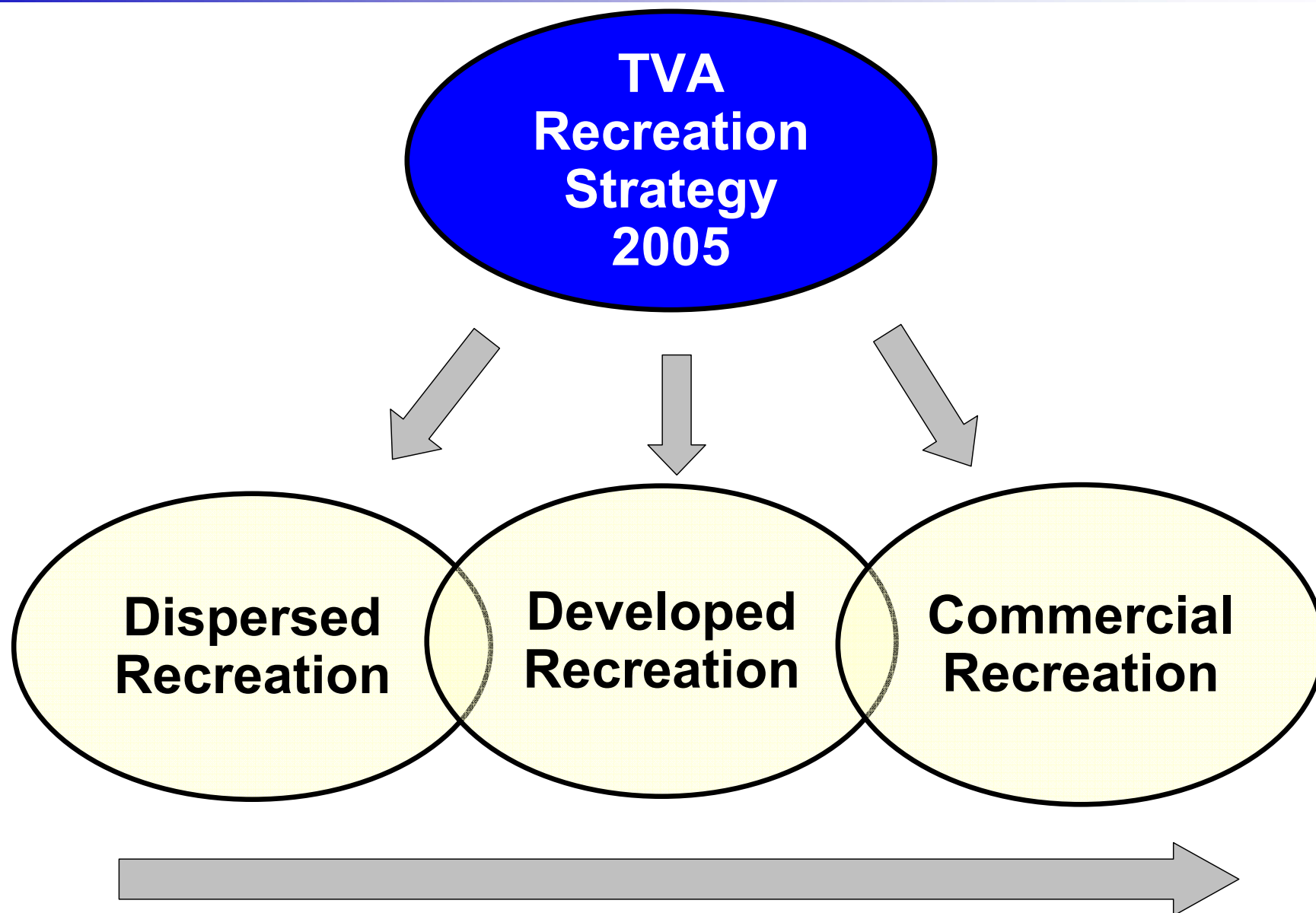
- Maintain lands in good environmental health by balancing multiple uses for sustainable development and demonstrate leadership in sustainable natural resource management on TVA lands

Includes

- Actively managing TVA lands to meet desired conditions for their defined purpose
- Allowing properly managed, eco-friendly dispersed (informal) recreation on TVA-managed lands while balancing the protection of biological, cultural and heritage resources
- Increasing the environmental quality and management consistency among TVA-managed and leased recreation facilities



What's Changing?





Types of Recreation

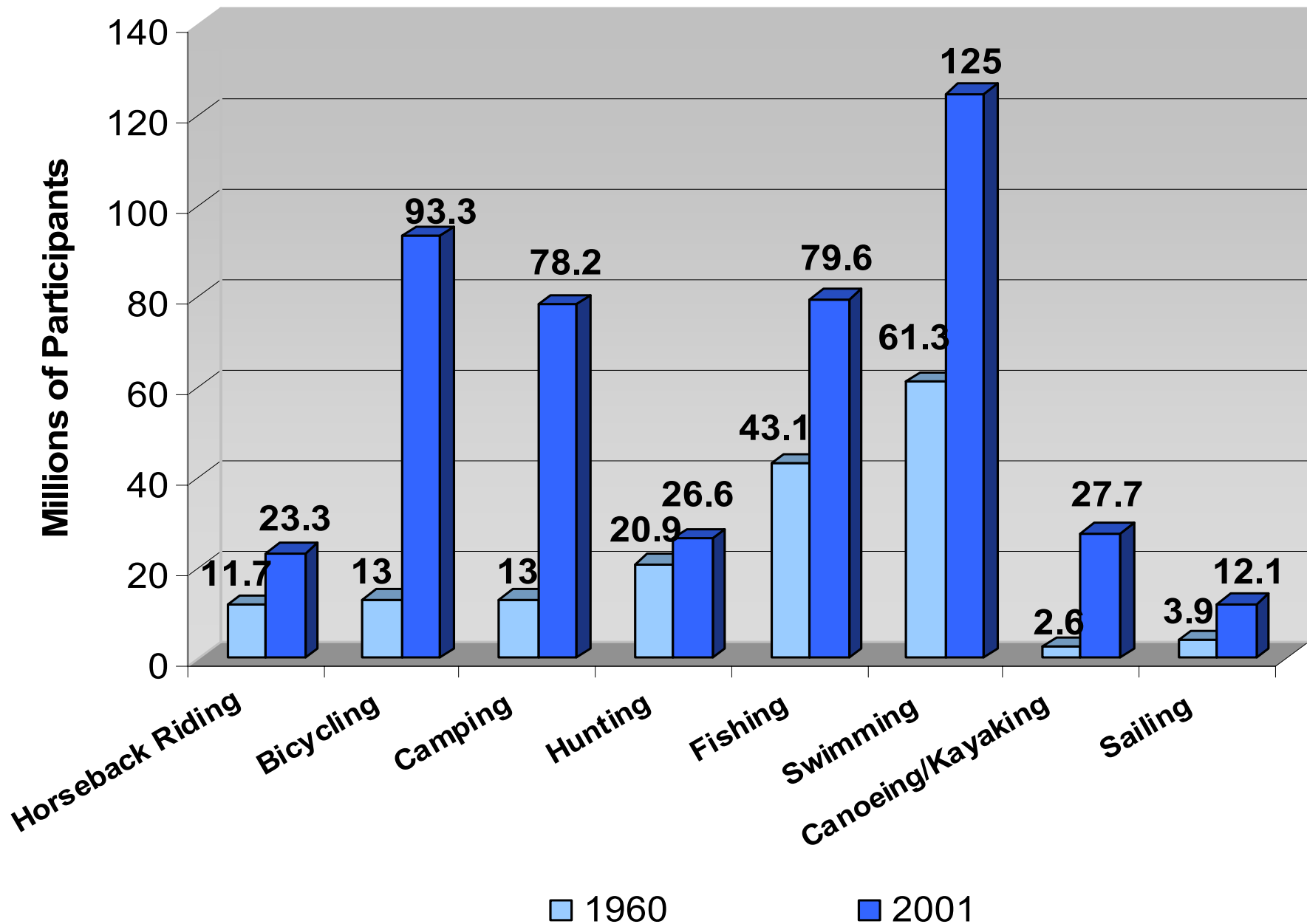
- **Dispersed Recreation:**
Recreation opportunities on unconfined areas with limited infrastructure or support facilities
- **Developed Recreation:**
Recreation areas with support facilities, scheduled operations and maintenance
- **Commercial Recreation:** Fee based recreation areas supported with private funds and operated for profit





Recreation Trends 1960 – 2001

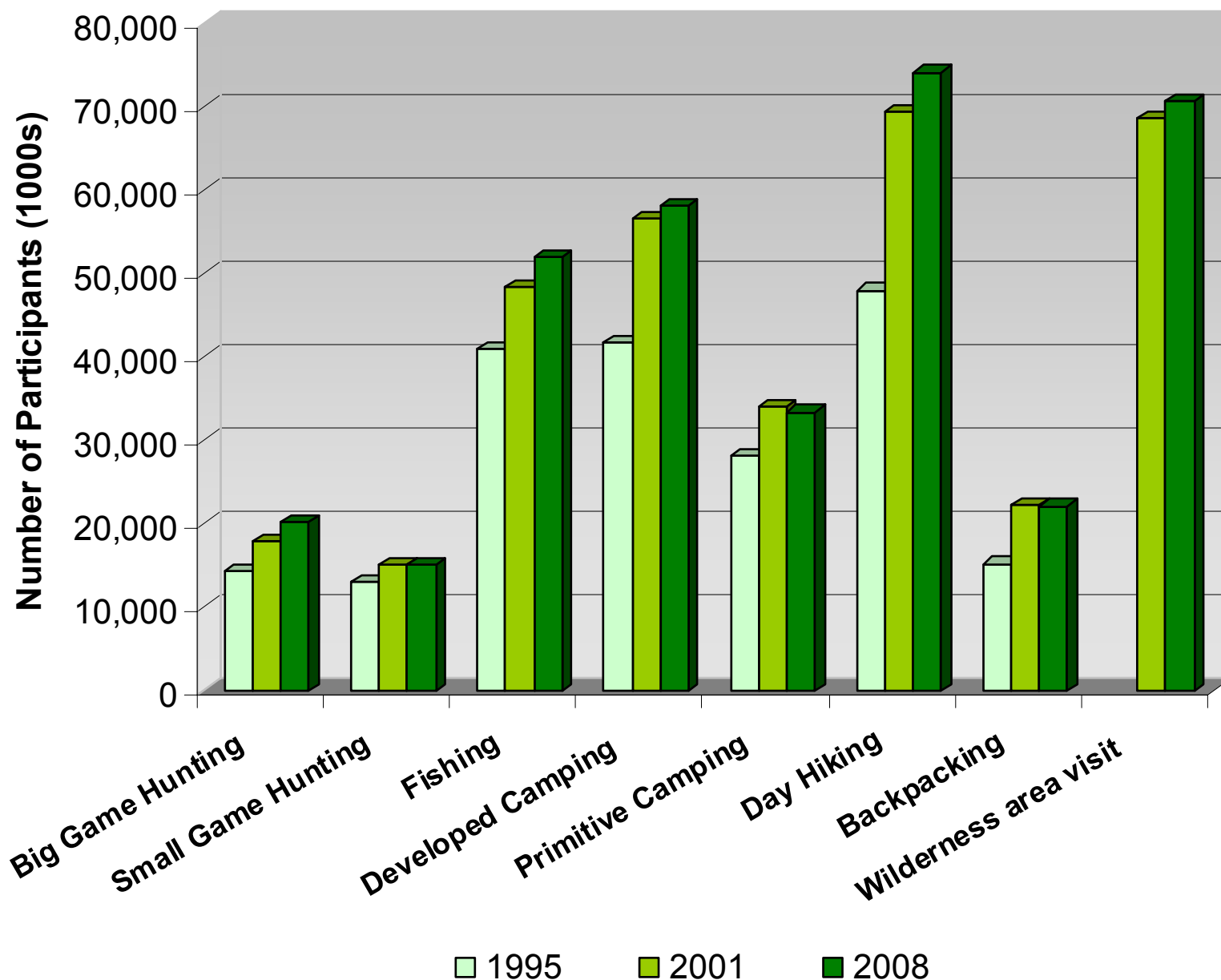
National Recreation and Environmental Survey





Other Recreation Trends, 1995-2008

National Recreation and Environmental Survey



Commercial Campground Statistics

- 260 Campgrounds located along the Tennessee River
 - 118 Campgrounds located on TVA public lands and operate under an agreement with TVA
 - 131 Campgrounds located on privately owned lands
 - 11 Campgrounds owned and operated by TVA



Campground Examples



Campground Examples





Campground Examples





Objectives: Commercial Campgrounds

- Migrate all commercial campgrounds on TVA lands to longer-term, more business-like agreements
- Produce a revenue stream for TVA from businesses operating on TVA property
- Ensure commercial operations are focused on general public use and not long-term private use
- Implement standards of best practices by all leased campgrounds





Opportunities

Standardized Practices

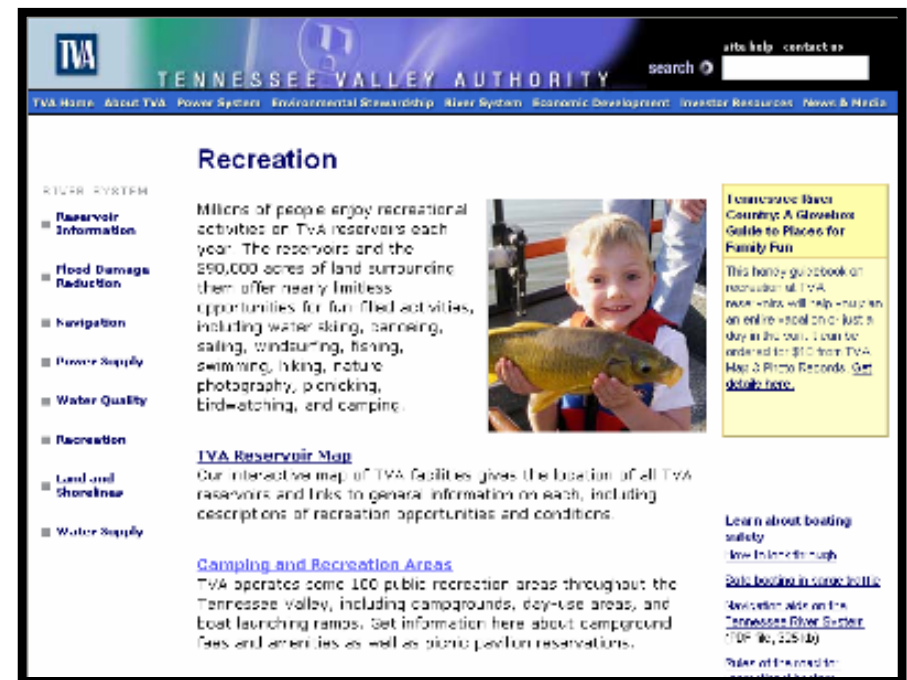
- Standard Signage
- Operations and maintenance plans
- Length of stay standards
- Two week closure for compliance inspections
- Security and safety practices
- User fees
- Americans with Disabilities Act (ADA) compliance standards
- Others





Future Ideas

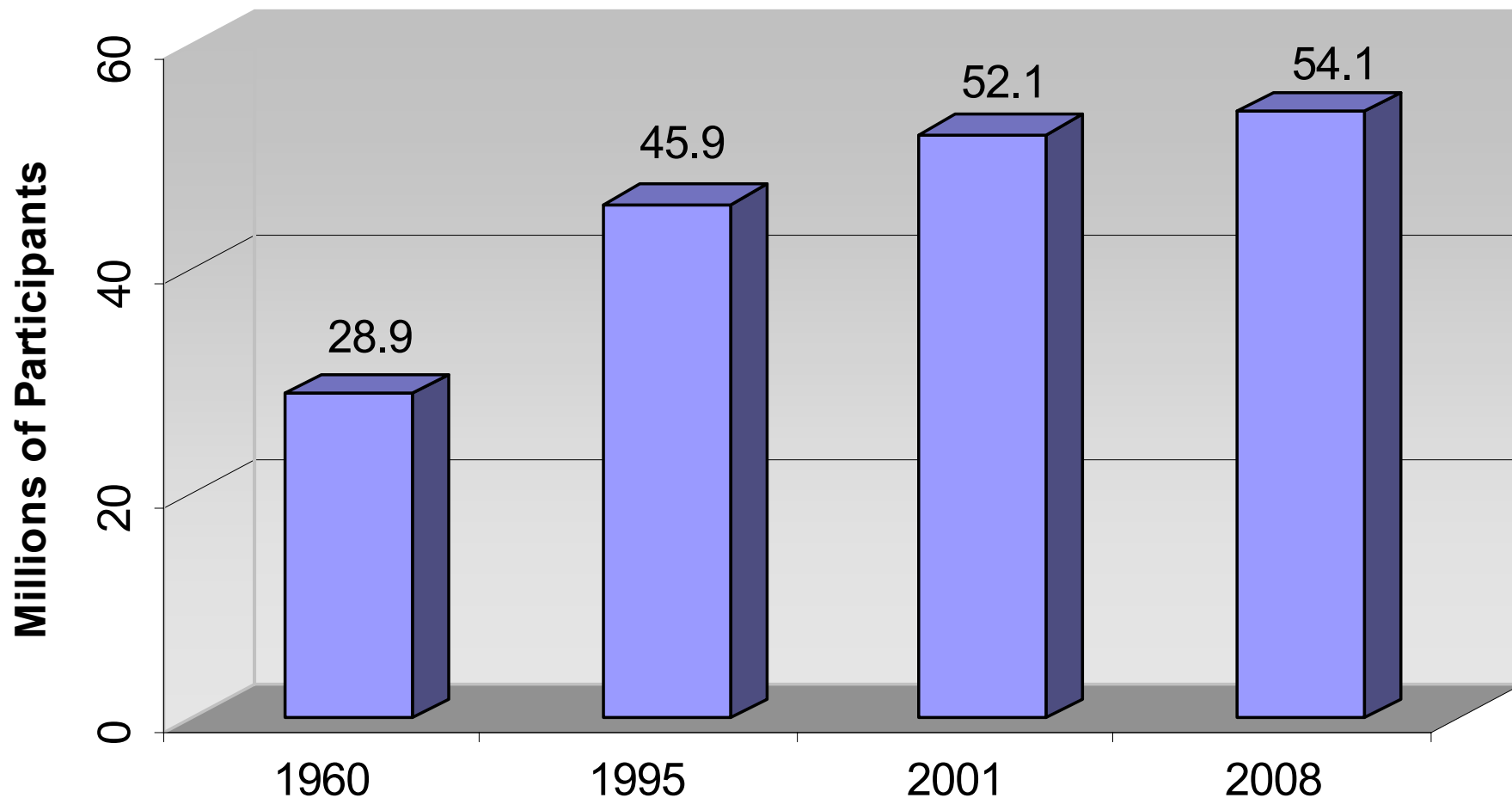
- Online reservation system
- Improved marketing
 - Centralized
 - Web friendly
 - Local advertising
- Consolidated Management





Motorboating Trends

National Recreation and Environmental Survey





Commercial Marinas—Statistics

- 230 marinas on Tennessee River
 - 150 agreements in place on TVA lands
 - 77 Certified Clean Marinas





Marina Examples





Marina Examples





Clean Marina Initiative

- Promotes environmentally responsible marina/boating practices
- Provides effective way to address long standing issues such as illegal dumping of houseboat waste
- 77 marinas certified



TVA Objectives: Commercial Marinas

- Migrate all commercial marinas on TVA lands to longer-term, more business-like agreements
- Produce a revenue stream for TVA from marinas operating on TVA property
- Ensure commercial operations are focused on general public use and not long-term private use
- Encourage standards of best practice to be used by all leased marinas





Developed recreation statistics

- 739 day use areas
 - 80 managed by TVA
- 187 swimming areas
 - 12 managed by TVA
- 678 boat access points
 - 68 managed by TVA
- 147 stream access points
 - 81 managed by TVA





Developed Recreation Examples





Developed Recreation Examples





Developed Recreation Examples

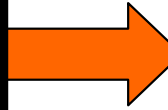


Objectives: Developed Recreation

- Continue to maintain and improve developed recreation sites managed by TVA
- Make lands available for new sites as necessary
- For any new sites needed, create partnerships to ensure appropriate maintenance costs are covered effectively.



Cacophony into Symphony



Starting now...

one campground at a time...

one marina at a time...

one initiative at a time

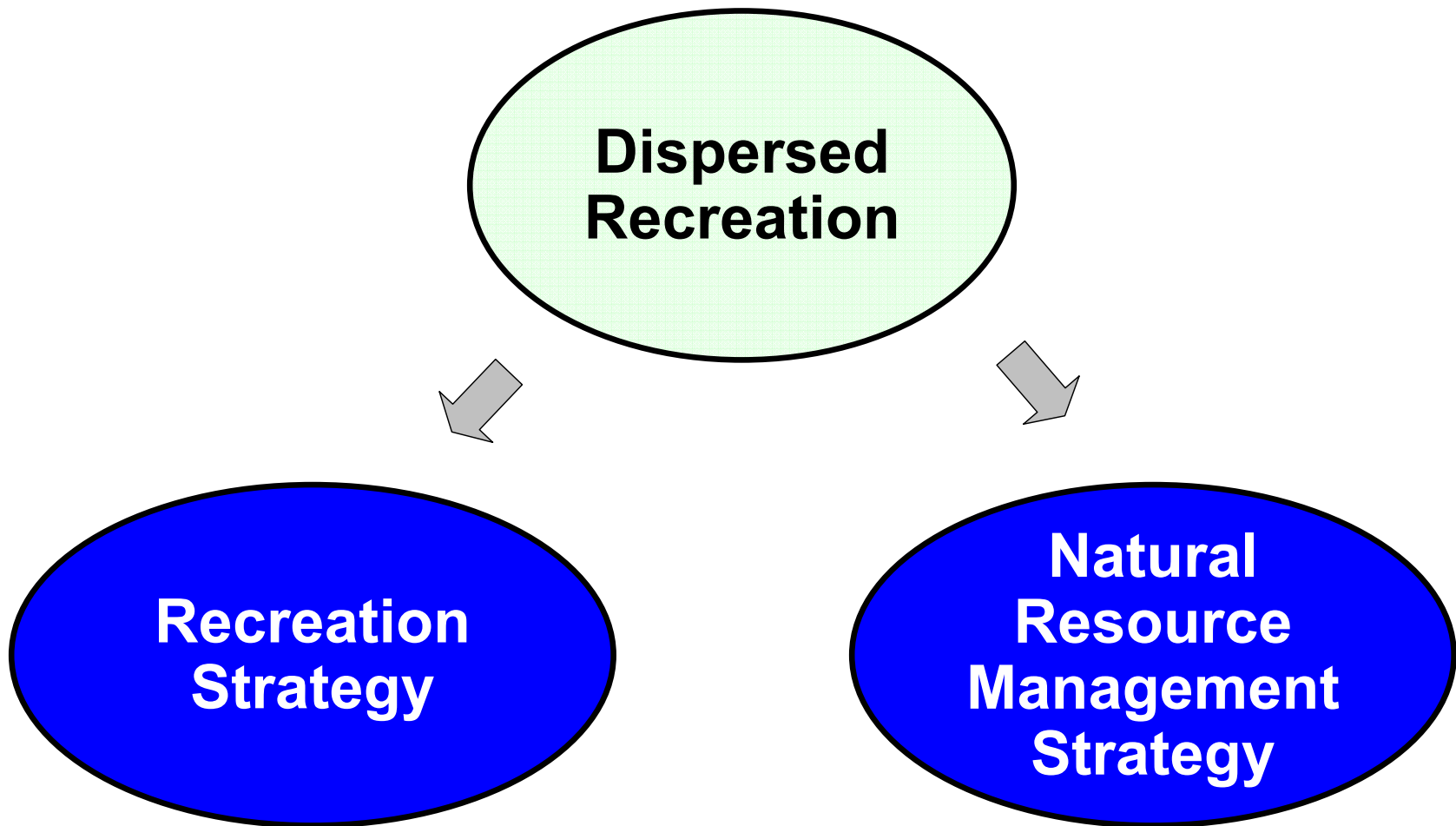


Dispersed Recreation Characteristics

- Recreation on lands with little or no infrastructure
- Highly varied
 - Bank fishing
 - Hiking
 - Wildlife observation/Photography
 - Hunting
 - Primitive camping
 - Biking
- Widely available at no cost



Dispersed Recreation





Dispersed Recreation Opportunities



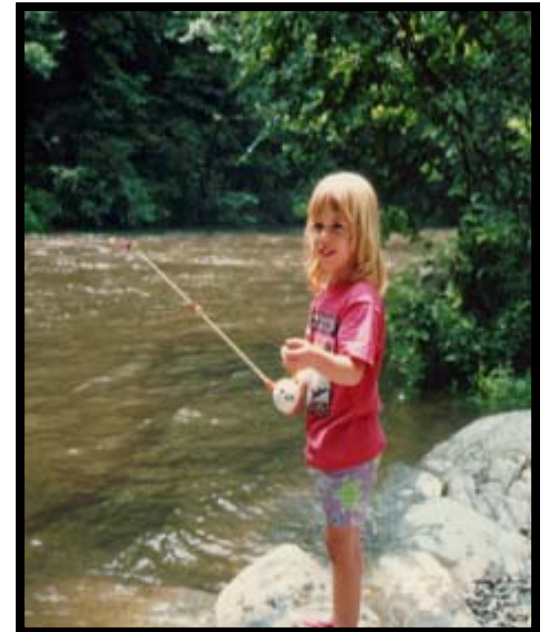


Dispersed Recreation Objectives

- Assess and prioritize impacted sites for remedial action
- Prevent abuse and encroachments
- Increased emphasis on high value/unique resources; protect and interpret National Treasures
- Maintain/enhance existing partnerships; seek additional partnership opportunities where appropriate.



Successful Partnerships





Mitigation of Off-Road Vehicle Impacts





Limits of Acceptable Change





Eco-Friendly Opportunities





Summary of Objectives

- **Commercial Campgrounds & Marinas**

- Shift commercial campgrounds and marinas to long-term, business agreements
- Produce a revenue stream for TVA from businesses operating on TVA property
- Commercial operations should focus on general public use—not long-term private use
- Implement standards of best practices

- **Developed Recreation**

- Continue to maintain and improve developed recreation sites managed by TVA
- Make lands available for new sites as necessary
- Develop partnerships to cover maintenance costs at new sites

- **Dispersed Recreation**

- Assess and prioritize impacted sites for remedial action
- Prevent abuse and encroachments
- Increased emphasis on high value/unique resources including National Treasures
- Maintain/enhance existing partnerships and seek additional opportunities



Questions to consider

1. Do you agree with the objectives proposed for commercial campgrounds, marinas, developed recreation areas, and dispersed recreation, respectively?
2. Are there any objectives that should be added?